

Message Text

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PAGE 01 WELLIN 02737 240404Z
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----095608 240406Z /17

P 240350Z MAY 78
FM AMEMBASSY WELLINGTON
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 5614
AMCONSUL SYDNEY
AMCONSUL AUCKLAND

UNCLAS WELLINGTON 02737

USDOC FOR BED/OIM/MCLAUGHLIN
STATE FOR EA/ANP - HOLD FOR AMBASSADOR SELDEN
SYDNEY FOR IMC

E.O.11652:N/A
TAGS: BEXP, NZ
SUBJECT: AM-TECH '78 - USDOC RECRUITMENT

REF: (A) WELLINGTON 2553 (NOTAL), (B) USDOC 09253 (NOTAL),
(C) WELLINGTON 2685 (NOTAL)

1. AS USDOC IS AWARE, IT HAS BECOME NECESSARY TO GO TO
PRINT WITH THE AM-TECH EXHIBITION FLYER, THE FIRST
PHASE IN THE MARKET PROMOTION CAMPAIGN, AND TO PLACE
EDITORIAL MATERIAL WITH THE LOCAL TRADE PRESS. EARLY
NEXT WEEK, THE SHOW CATALOG WILL HAVE TO BE FINALIZED
FOR PRINTING. MAILING LISTS WILL BE COLLATED NEXT
WEEK, AND MAILINGS BEGIN THE WEEK OF JUNE 12.

2. AS A RESULT OF THESE PROMOTION DEADLINES BEING EITHER
PAST OR IMMINENT, WE ARE UNABLE TO OFFER AN ADEQUATE
PROMOTION TO NEW AM-TECH RECRUITS, AND WITHIN A FEW
DAYS WILL BE UNABLE TO PROVIDE THEM WITH ANY PROMOTION
AT ALL WITHOUT SIGNIFICANT UNANTICIPATED EXPENSE. THE
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PROMOTION CAMPAIGN AS PRESENTLY CONCEIVED IS LIMITED TO
TWO THEMES -- COMPUTERS AND PERIPHERALS, AND BUSINESS
EQUIPMENT AND SYSTEMS. AS INDICATED IN REF. A, IT WAS
NECESSARY TO ABANDON THE HEALTH CARE THEME MAY 12. EVEN
WERE A LARGE NUMBER OF HEALTH CARE PAS TO BE RECEIVED
TODAY, A MAJOR UNANTICIPATED EFFORT, AND A MAJOR
UNANTICIPATED EXPENSE, WOULD BE NECESSARY TO PROMOTE

THAT THIRD THEME, AND THE JOB WOULD BE DONE IN SUCH A RUSH AS TO RISK NOT PRODUCING SATISFACTORY RESULTS.

3. TO COMPOUND THE PROBLEM, THE ONE HEALTH CARE PA STILL ON THE BOOKS (C AND S EXPORTING AND IMPORTING, AS REPORTED IN REF B) INVOLVES TWO PRODUCTS, AT LEAST ONE OF WHICH IS SUBJECT TO IMPORT LICENSING AND THEREFORE PROBABLY NOT SALEABLE IN NEW ZEALAND (SEE REF C).

4. IN VIEW OF THESE SEVERAL CONSIDERATIONS, WE URGENTLY RECOMMEND THE CESSATION OF ANY FURTHER RECRUITING IN THE HEALTH CARE SECTOR. WE ARE WELL AWARE OF AND APPRECIATE THE INTENSIVE EFFORT USDOC HAS UNDERTAKEN IN RECENT WEEKS TO PROVIDE A HEALTH CARE COMPONENT AT AM-TECH, BUT IT IS TOO LATE NOW FOR US TO GIVE THEM ADEQUATE PUBLICITY IN ADVANCE OF THE SHOW, AND WILL SOON BE TOO LATE TO GIVE THEM EVEN INADEQUATE PUBLICITY. WE ARE AWARE OF 18 PAS IN COMPUTERS AND BUSINESS EQUIPMENT, AND CAN MOUNT AN ADEQUATE EXHIBITION ON THAT BASIS. IF USDOC CAN RECRUIT ADDITIONAL FIRMS IN THOSE TWO THEMES AND GET FULL MARKETING DATA TO US BY EARLY NEXT WEEK, THEY CAN STILL BE INCLUDED IN THE CATALOG, ALTHOUGH NOT IN MOST OTHER ASPECTS OF THE PROMOTION CAMPAIGN. HEALY

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